



MUSIC MOTIONS

TOM BBC

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CORPORATE OFFICES:

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July 15, 1985

Ms. Carol Hart
WARNER BROS. RECORDS
3300 Warner Blvd.
Burbank, CA 91510

Dear Carol:

It was nice speaking with you last week. Per our conversation, the following will outline the basis of our promotion from the radio perspective. Enclosed is a press kit which will provide additional information on the MUSIC ZAP program, as well as a letter from Brent Stoker of WSM radio in Nashville. As I explained, Nashville was our model promotion.

We try to increase out-of-theatre visibility through our cross promotions. The record store/theatre lobby promotion has been most successful. When tying in radio, we can create album blocks or trivia questions whereby the winner is awarded a free pair of movie tickets to see "Take On Me" and "Explorers" as well as receiving a free album by a-ha.

By cross referencing our tracking sheets, your radio and my theatre, we can work each market effectively. I will also be in touch with your record retail man, Charlie Springer. By tying in the record store and radio, we can't miss on a great promotion. Once you know what level of involvement your promotional people would like to take, we can work on our plan of attack. In the meantime, time is of the essence and we should start setting up our promotions now.

Call me when you receive this. I look forward to working with you on this project and many others to come.

Best regards,

[Redacted Signature]
Pamela Henning
VP Advertising/Promotion
MUSIC MOTIONS, INC.

PBH/mrl
Encs.